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ABSTRACT

The University of San Francisco developed a certificate program in Western European area studies covering French-speaking countries, and subsequently a Latin American area studies program for Spanish-speaking countries, in response to uneven language enrollments and as a means of increasing intermediate-level enrollment. The French program begins after the student has completed 3 semesters of the language, and requires 15 additional semester units from a wide, interdisciplinary variety of related courses, some of which are also part of the general education curriculum or may also apply to a student's major requirements. The Spanish program, also beginning after 3 semesters of language study, requires 24 additional semester units. The two programs have been successful in raising intermediate-level language enrollments by 5 to 20 percent in the years since their inception, because of their breadth, flexibility, the value they add to the bachelor's degree, and the possibility of attaining a certificate showing achievement. The course requirements for each area studies program are detailed. (MSE)

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The Certificate Program in Western Europe Area and in Latin American Area Studies as incentives to study French and Spanish
by Claude Deblauwe

The University of San Francisco (USF) is a small private university with a student population of about 7,000 students. This means that foreign language classes do not have large numbers of students and that only a Bachelor of Arts Degree is offered in French and Spanish besides German, Italian, Russian, Mandarin, Japanese, Arabic, Hebrew, Greek and Latin whose enrollments sharply fluctuate from semester to semester.

Many students take the first year in languages because they earn more units than in other courses due to the language laboratory requirement. Then, they disappear and the intermediate classes remain empty. In order to create an incentive that could maintain the interest in continuing the study of the languages for which a full year has been spent, it is best to design a kind of intercurricular program in which the language is more valued because it is surrounded by courses in Anthropology, Business, Communication Arts, Economics, Fine Arts, Government (Political Science), History, Sociology, Philosophy, Psychology directly or even indirectly related to the country where the studied language is spoken.

This idea was developed at USF in 1980, which resulted in the implementation of the Certificate Program in Western Europe Area and in Latin American Area Studies one year later. Since then an increase in enrollment varying from 5 to 20% throughout the years, occurred in the intermediate classes.

The Certificate Program in Western Europe Area Studies
(French-speaking countries: France, Belgium, Luxembourg, Switzerland).

This French based program, which can only be taken after the completion of the first three semesters of the language, consists of 15 semester units from a selection of courses from the following list:

1. Anthropology
 - 101 (3) Anthropology of Civilization
 - 320 (3) Peoples and Cultures of the World
 - 330 (3) Comparative Institutions
2. Business Administration
 - 280 (3) Tourism
 - 346 (3) International Business (For Business majors only)
 - 481 (3) Hotel Management
 - 482 (3) Wine Project Knowledge
3. Communication Arts
 - 314 (3) Intercultural Dynamics

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4. Economics

105 (3) General Economic History (Emphasis West. Civil)
APPLIES TO GEC III

330

or 331 (3) European Economic Survey

382 (3) The Political Economy of Western Europe

5. Fine Arts

100 (3) Art Appreciation
APPLIES TO GEC VI

101 (3) Masterpieces of West. Art
APPLIES TO GEC VI

200 (3) Greek and Roman Art and Civilization

211 (3) Medieval Art

6. French (Prerequisites: French 1,2,3 -- 11 units or equivalent)

114 (3) Fourth Semester French

310

or 311 (3) Advanced Oral and Written Expression

320

or 321 (3) Survey of French Literature

330

or 331 (2) Contemporary French Conversation

350 (3) French Culture and Civilization

420 (3) Medieval Literature

421 (3) The Sixteenth Century (The Renaissance)

422 (3) The Seventeenth Century (The Classicism)

424 (3) The Eighteenth Century (The Enlightenment)

425 (3) The Nineteenth Century

426 (3) Contemporary French Literature

7. Government

213 (3) Introduction to International Politics

342 (3) Government and Politics in Western Europe

350 (3) International Law

357 (3) America and Western Europe

8. History

100

or 101 (3) Survey of Western Civilization
APPLIES TO GEC III

300 (3) The Contemporary World since 1945
APPLIES TO GEC III

312 (3) Diplomatic History of Europe

318 (3) The Early Modern European Civilization

319 (3) The French Revolution and Napoleon

321 (3) Twentieth Century Europe

326 (3) European Intellectual History

334 (3) The History of France

9. Philosophy

302 (3) Business Ethics
APPLIES TO GEC II

366 (3) Contemporary Existentialism

375 (3) Philosophy of Culture

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- 10. Psychology
 - 317 (3) Cross-Cultural Psychology
- 11. Sociology
 - 150 (3) Introduction to Sociology
 - 300 (3) Sociology of Civilization
APPLIES TO GEC III
 - 331 (3) Social Stratification
 - 333 (3) Sociology of Capitalism

Requirements of Program:

Economics or Business Administration	3 units
French (any two available courses listed hereby)*	6 units
History	3 units
Electives (from any participating discipline)	<u>3 units</u>
	15 units **

From this total of 15 units, 3 to 6 units can already be earned if the student has taken in his/her major the same course that is also required for the program, i.e., 3 units in Business or Economics, or in French and History or 3 units among the electives (Anthropology, Communication Arts, Fine Arts, Government, Philosophy, Psychology or Sociology).

For instance, a student in Business Administration interested in European trade and especially with France, Belgium, Luxembourg or Switzerland, could take 15 semester units in addition to his major and to his prerequisites in French that he has acquired at another institution or at USF. This total of 15 can then be reduced to 9 as follows:

Business Administration <u>or</u> Economics (already taken in major)	(3)units	
French (any two available listed courses)	6 units	} remaining to be taken: 9 units
History (one available listed course)	3 units	
Elective: Business Administration (already taken in major)	(3)units	

Let me also emphasize that 7 courses among those listed count for the General Education Curriculum (GEC) units. For example, a student majoring in Fine Arts and taking FA 101 (Masterpieces of Western Art) will earn 3 units for his/her major, 3 units toward the GEC (Area VI: literature and Fine Arts) and 3 units toward the Certificate Program (as an elective) as well. (But only 3 units will be counted toward the general total of 128 needed for graduation). This cross-listing and unit equivalence of courses is also an appealing feature of the program.

Note:

* Fr. 114 is required for those who have to take 111, 112 or 113 (a grade of C or higher is required for the 6 units.) Any upper division course in French (but only one) can be replaced by an equivalent course of 3 USF units in the French language, literature or civilization taken in any French speaking country of Europe.

** A minimum of 9 semester units to be completed in residence.

OUTLINE OF A BUSINESS ADMINISTRATION MAJOR (EMPHASIS: INTERNATIONAL BUSINESS) and
CERTIFICATE PROGRAM IN WESTERN EUROPE AREA - Complete Program:

		Degree units	GEC units	CP units
<u>1st year - Fall:</u>	English 200 (GEC I)	3	3	-
	Math 105 (GEC I)	3	3	-
	Econ 102 (GEC V)	3	3	-
	BA 100 (GEC IV)	3	3	-
	Theol/Rel (GEC II)	3	3	-
		<u>15</u>		
<u>- Spring:</u>	English 210	3	-	-
	Math 117	3	-	-
	Econ 101	3	-	-
	CA 108 (GEC I)	3	3	-
	World Civ (Econ 105) (GEC III)	3	3	3
	Electives (GEC VI)	3	3	-
		<u>18</u>		
<u>2nd year - Fall:</u>	BA 210	3	-	-
	BA 212	3	-	-
	Phil (GEC II)	3	3	-
	Am Exper (GEC IV)	3	3	-
	Electives (French 111)	4	-	-
		<u>16</u>		
<u>- Spring:</u>	BA 211	3	-	-
	BA 213	3	-	-
	CS 100	3	-	-
	Nat Sci (GEC V)	3	3	-
	Electives (French 112)	4	-	-
		<u>16</u>		
<u>3rd year - Fall:</u>	BA 311	3	-	-
	BA 312	3	-	-
	BA 313	3	-	-
	Econ 311	3	-	-
	Phil 302 (GEC II)	3	3	3
	Electives (French 113)	3	-	-
		<u>18</u>		

OUTLINE OF A BUSINESS ADMINISTRATION MAJOR CONTINUED

<u>- Spring:</u>	BA 310	3	-	-
	BA 314	3	-	-
	BA 346	3	-	3
	BA 315	3	-	-
	Econ 312	3	-	-
	French 114	3	-	3
		<u>18</u>		
<u>4th year - Fall:</u>	BA 426	3	-	-
	BA 461	3	-	-
	BA 410	3	-	-
	Econ 370	3	-	-
	French (1 UD course)	3	-	3
	Electives (GEC III)	3	3	-
		<u>18</u>		
<u>- Spring:</u>	BA 430	3	-	-
	BA 411	3	-	-
	Hist 322	3	-	-
	Electives (GEC II)	3	3	-
	Electives (GEC VI)	3	3	-
		<u>15</u>	<u>45</u>	<u>15</u>
<u>*Gen. total (min. for grad., 128 units)</u>		<u>134</u>	Total GEC units incl in Gen. Total	Total CP units incl in Gen. Total

The Certificate Program in Latin American Area Studies:

This Spanish based program also requires the first three semesters of the language as prerequisites and offers a selection of courses similar to those contained in the French list. But it differs in the units' load, carrying 24 semester units instead of 15.

My Spanish colleagues regard it more as a kind of a minor even though it does not have the same status.

The list of courses is the following:

1. Anthropology
 - 101 (3) Anthropology of Civilization
 - 320 (3) People's and Cultures of the World
 - 330 (3) Comparative Institutions
2. Business Administration
 - 280 (3) Tourism
 - 346 (3) International Business
(For Business majors only)
 - 426 (3) International Accounting and Taxation
(For Business majors only)
 - 430 (3) International Financial Management
(For Business majors only)

Business Administration Continued

- 461 (3) International Marketing Management
(For Business majors only)
- 481 (3) Hotel Management
- 3. Communication Studies
 - 314 (3) Intercultural Dynamics
- 4. Economics
 - 370-371 (3) International Economics
(For Econ. majors only)
 - 373 (3) Economic Development and Industrialization
(For Econ. majors only)
 - 687 (3) Trade, Investment and the International
Environment: Latin America
(for graduate students only)
- 5. Government
 - *102 (3) Introduction to Comparative Government and
Politics (Britain, Russia, Mexico)
 - 213 (3) Introduction to International Politics
 - 344 (3) Government and Politics in Latin America
 - 350 (3) International Law
 - 351 (3) International Organization
 - 450 (3) The Politics of Development in the Third World
(Asia, Africa, Middle East, Latin America)
- 6. History
 - 317 (3) History of the Age of Discovery, 1350-1800
 - 336 (3) Spain and Portugal (From pre-Roman times
to present)
 - 366 (3) History of California: Mexican and Spanish
Period
 - 370 (3) Survey of Latin America to 1810
 - 371 (3) Survey of Latin America, 1810 to present
 - 373 (3) Colonial Mexico, 1517-1814
 - 374 (3) National Mexico, 1814 to present
- 7. Sociology
 - 150 (3) Introduction to Sociology
 - *300 (3) Sociology of Civilization
 - 331 (3) Social Stratification
 - 332 (3) Society and Religion
 - 351 (3) Sociology of Karl Marx
 - 370 (3) Institute on Marx
- 8. Psychology
 - 317 (3) Cross-Cultural Psychology
 - 350 (3) Latino Health and Mental Health
- 9. Spanish (Prerequisites: Spanish 111, 112, 113 -- 11 units
or equivalent)
 - 114 (3) Fourth Semester Spanish
 - *203, 303 (3) Readings in Latin American Literature
 - 310-311 (3) Advanced Oral and Written Expression
 - 330 (3) Survey of Spanish American Literature
 - 331-332 (3) Spanish Conversation
 - 335 (3) Twentieth Century Spanish American Literature
 - 360 (3) Spanish American Culture
 - 481 (3) Special Topics of Spanish American Literature

Requirements of Program:

A. Spanish	
(must include one course in language)	9 units
B. History	6 units
C. Government	3 units
D. Economics or Business Administration	3 units
E. Electives	<u>3 units</u>
	24 units**

Though not required, study and travel in a Spanish-speaking country are highly recommended.

Because of the certificate requirements which overlap with those of a major and/or the GEC, the Certificate Program in Latin American Area Studies (as it is the case with the C.P. in Western Europe) may be earned along with any Bachelor's Degree. For example, a student in International Business, with the prerequisites in Spanish, may effectively reduce by 9 units, the 24 required of the program:

A. Spanish 203 (or 303) (which is a GEC VI course)	(3)units	} remaining to be taken: 15 units
Spanish units remaining to take.	6 units	
B. History 102 (or Soc. 300) (which is a GEC III course)	(3)units	
History units remaining to take.	3 units	
C. Government	3 units	
D. Business Admin. 346 (or 426,439,461) (taken in major).	(3)units	
E. Electives	3 units	

* GEC

** A minimum of 12 units must be completed in residence.

With the approval of the committee, appropriate courses from within the University or by transfer (e.g., geography) may be accredited toward the 24-unit requirement.

Rationale:

As far as the CP in Western Europe Area Studies is concerned I reiterate the fact that French is still of international importance. It is one of the five official languages used at the United Nations, it is also the official language of the EEC (European Economic Community) or Common Market (a market of about 260 million people) of which France is the main member together with other French speaking countries like Belgium (Seat of the EEC), Luxembourg (Seat of the Coal and Steel Community, a subsidiary of the EEC), while, as an outsider, Switzerland acts as a treasurer for many EEC funds. Therefore; if French is part of a program that deals with the economy, the government, the history or the culture of the country or countries where it is spoken, its study is not only more rewarding but also more "valorized". Combined with any major, it strengthens and

broadens the educational background of the students, maximizing his/her chance of finding employment. Such a program is ideal, I believe, for students whose major might already, but not necessarily include courses dealing with French speaking Europe. This is also interesting for those who would like to have French as a complement to their study in order to have a satisfactory knowledge of it without engaging in more specialization in that language which can always be taken later as circumstances dictate.

As for the C.P. in Latin American Area Studies, we are increasingly aware in California of the impact of Latin America on world affairs. That area of the Western Hemisphere is growing tremendously, opening up a rich potential for future development. We have witnessed the expansion of Cuba into the arena of global politics, the development of the oil industry in Mexico and Venezuela and the evolution of Brazil into a continental giant. Furthermore, it is estimated that within twenty years Hispanics will constitute a majority in the population of California and an important minority nationwide. Anyone whose profession will require him or her to deal with Spanish-speaking persons here and abroad - lawyers, teachers, health-care professionals, social workers, religious leaders, businessmen and government service workers - will benefit from this course of study. Business students, Liberal Arts students - particularly those in history and sociology - will find this program a valuable adjunct to their area of expertise.

May I conclude that these programs are successful, because:

1. They broaden and enhance - therefore adding more value - to the background of students interested in Europe and South America.
2. They are flexible enough to complement any major other than Liberal Arts, i.e., Business, Nursing, or Pre-Law programs.
3. They do not require as many units as the major does.
4. They are "officialized" by the delivery of a Certificate which attests to the time and effort that the student has put in his/her study of the language.

They also lead the student to take not only the intermediate class of the language involved but also - at least for some of them - to continue for the major or the minor.

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In any case, the programs add to the value of any BA or BS degree. The certificates give also satisfaction to the student as being the proof of the time and effort (s/he devoted to the study of French and/or Spanish).

And last but not least, such programs help promote rationally the study of foreign languages.

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